Recruitment Professional Development Series Overview FY2017

As competition for talent heats up, you need to be able to turn qualified job seekers into applicants. By focusing on the fundamentals of recruitment, this professional development series provides with the knowledge you need to increase applicant quality while managing applicant volume. Human resources professionals and hiring officials are the key to improving Federal recruitment, but some lack the basic recruitment skills to enable them to seek out top talent from all segments of society.

The Recruitment Policy and Outreach (RPO) team at the U.S. Office of Personnel Management (OPM) designed the Recruitment Professional Development Series to advance strategic and tactical recruiting acumen at all levels. An experienced recruiting professional will walk you through how to plan, execute, and evaluate your recruiting efforts. You will learn to approach recruiting by seeking out the talent you need by creating consistency and clarity of purpose while improving applicant experience.

Audience
- Human resources professionals who advise hiring officials on recruitment and hiring
- Hiring officials who are responsible for recruiting and building high performing teams
- Employees who participate in recruiting and outreach activities (e.g., special emphasis, campus)

Session Delivery
- The entire series can be accomplished in a two-day, classroom session
- Modules can also be selected a la carte based on agency need
- Virtual sessions are available to dispersed teams (i.e., Adobe Connect) and OPM hosts regularly scheduled virtual sessions of each module

Session Size
- **Classroom:** The optimum number of participants is between 15 and 30 participants, but sessions have been successful with over 100 participants. Participant evaluations have shown that the two-day, classroom sessions are the most effective learning environment for the series.
- **Virtual:** OPM hosts regularly scheduled virtual sessions of each module. The entire series can be completed in one module at a time based on your agency schedule. The virtual environment is not recommended for the two-day session.

Cost
No charge for the developmental sessions. The sponsoring agency will reimburse instructor travel expenses if hosting the series outside of the National Capital Region.

Session Facilitators: RPO staff possesses combined expertise in recruitment and outreach from Federal and State Government, the Military, and the private sector. They bring their real-world experience into the classroom to share with your team.

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Core Curriculum

- ***Recruitment Professional Development Series:*** Instructor led briefings that cover planning, employer branding, recruitment strategies and tactics, sourcing, onboarding, collaboration, and marketing as two full-day sessions or a la carte.

    - ***Module 1-Effective Job Opportunity Announcements (1.5 hrs):*** Writing an effective Job Opportunity Announcement (JOA) involves using plain language, providing a realistic job preview, and accounting for applicant experience. This online session will cover how to increase the effectiveness of your Job Opportunity Announcements (JOAs) by turning them into clear, realistic marketing tools by:
        - Communicating clearly
        - Prioritizing critical information
        - Incorporating realistic job previews
        - Writing an appealing JOA

    - ***Module 2-Recruitment Sourcing (1.5 hrs):*** This session focuses on defining your hiring needs and creating a sourcing plan to seek out top talent. We look at recruiting from the perspective of seeking out the talent you need and turning job seekers into applicants. We will cover:
        - Recruitment strategy meeting
        - Sourcing talent
        - Planning

- Resources

o **Module 3-Collaboration (45 min):** Focuses on how human resources professionals and hiring officials can build a recruitment team and keep a recruiting process on track.

    - How HR and hiring officials can work together
    - Available resources
    - How to build a recruitment team

o **Module 4-Employment Branding (2 hrs):** A consistent and coherent employment brand is critical to the success of your recruitment function. This session is an introduction to employment branding including the critical elements of creating an Employment Value Proposition and communicating your brand.
    - Employment branding introduction
    - Building your brand (step-by-step)
    - Communicating your brand
    - Measuring brand effectiveness

o **Module 5-Campus Recruitment (2 hrs):** Effective on-campus recruiting is critical to the success of your Pathways Programs. This session presents a structured methodology that aligns with the academic year, provides for continuous improvement, and maximizing your targeted recruitment efforts. We will cover:
    - Recruitment lifecycle
    - Tiered recruitment strategy
    - Branding
    - Targeted recruitment

o **Module 6-Recruiting Analytics (1.5 hrs):** Understanding where top talent comes from and evaluating the effectiveness of your recruitment activities will enable you to realize your recruitment Return on Investment (ROI). This session provides a methodology and a tool for analyzing recruitment activities:
    - Developing an analytical framework
    - Defining success
    - Focusing on what's important to your organization

o **Module 7-Onboarding (45 min):** An introduction to onboarding and a survey of best practices that will help you improve new hire time-to-productivity and retention. This session will cover:
    - Elements of effective onboarding
    - Onboarding map the first six months
    - Delivery methods
    - Key metrics

Outreach: Train-the-Trainer Modules
One of the challenges of recruiting in the Federal Government is managing applicant expectations, application volumes, and applicant quality. Engaging in a proactive approach to recruiting requires that you communicate to qualified job seekers and encourage them to apply. The information you present about your critical needs and agency mission are important to prospective applicants, but many job seekers are unfamiliar with the Federal job search process. The **Outreach Train-the-Trainer Modules** include OPM approved presentations on *How to Find and Apply for Jobs in the Federal Government* and *Writing Your Federal Résumé* that address job seeker questions about Federal job search and résumé writing.

Why is this important? Outreach is often conducted on a transactional basis via career fairs and hiring events. After this instruction, your team will be able to provide a service by educating your target audience (a.k.a., job seekers). You will enhance your agencies employer brand while reducing application volume and increasing applicant quality because prospective applicants will understand how to read a Job Opportunity Announcement (JOA) and tailor their résumé to the job.

- *How to Find and Apply for Jobs in the Federal Government (1.5 hrs)*
  Provides a step-by-step process that covers searching for Federal jobs, creating an account and profile, managing an account, reviewing Job Opportunity Announcements, submitting applications, and application status.

- *Writing Your Federal Résumé (1.5 hrs)*
  Attendees are shown a process that helps them review the JOA to determine if they are qualified and interested. They are shown a three-part process to identify the important requirements of the job and how to tailor their resume to the JOA.

Included in the Train-the Trainer sessions: All attendees will receive digital copies of the presentations, insight on incorporating presentations into outreach efforts, and expert trainers with real-world experience.